

FIG.1

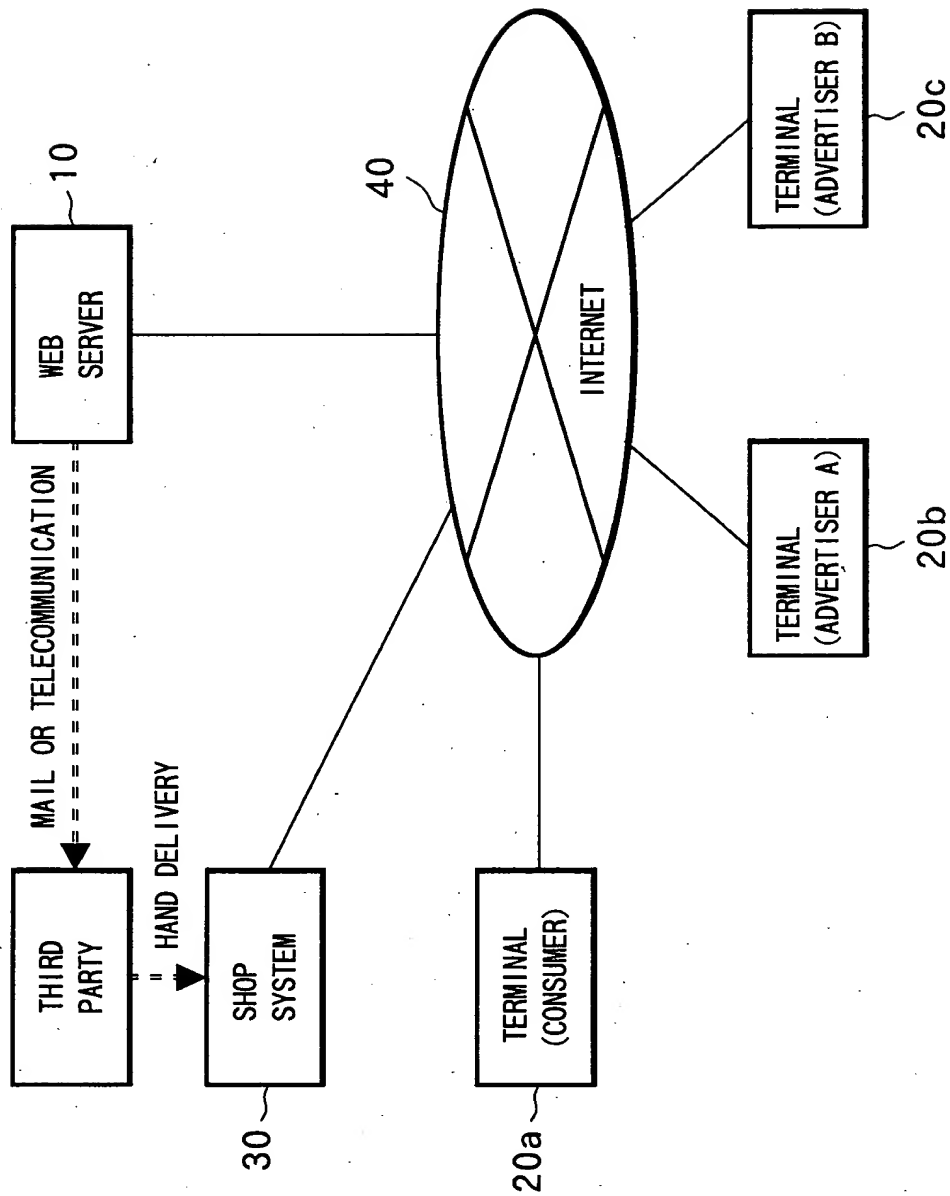


FIG. 2

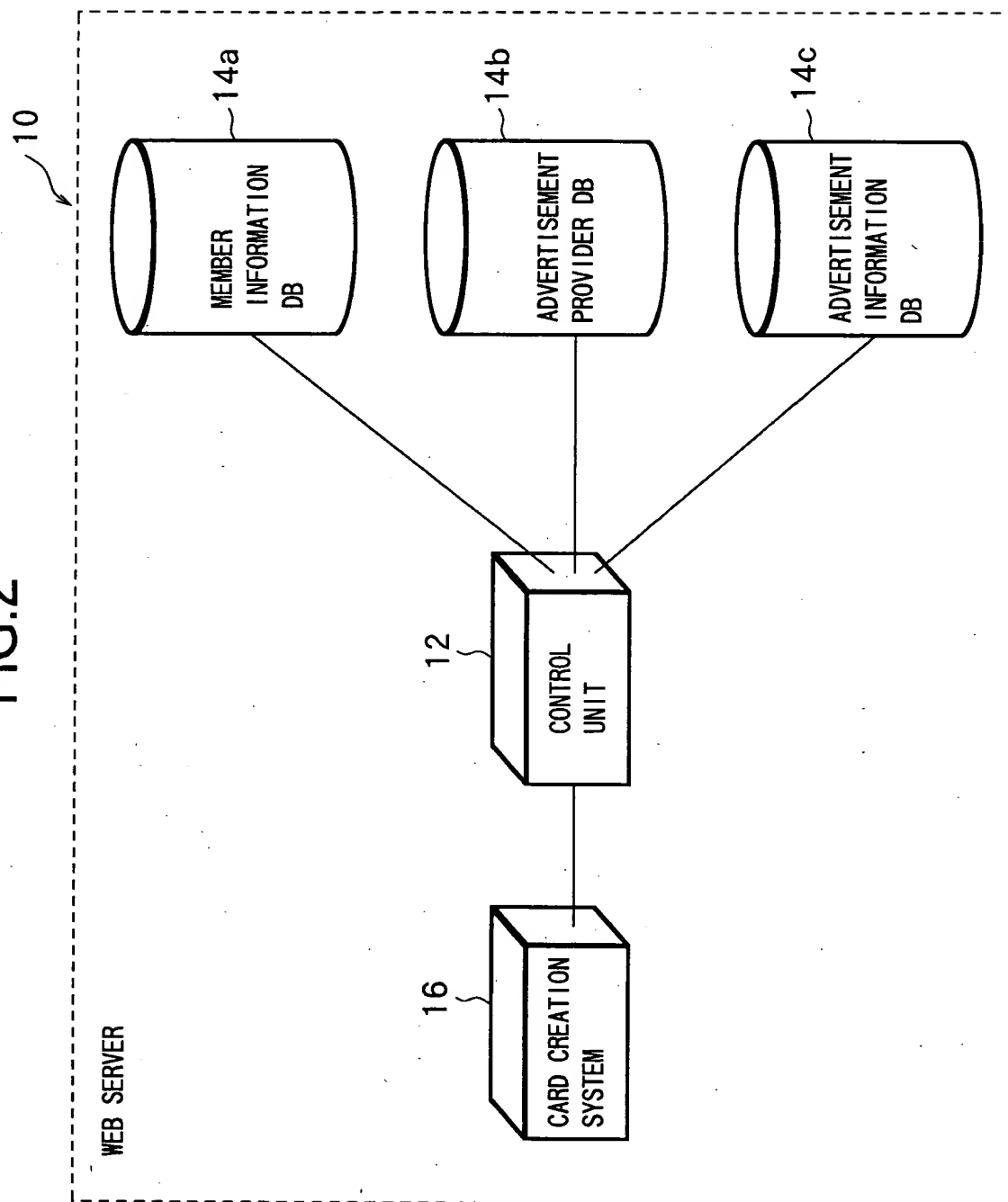


FIG.3

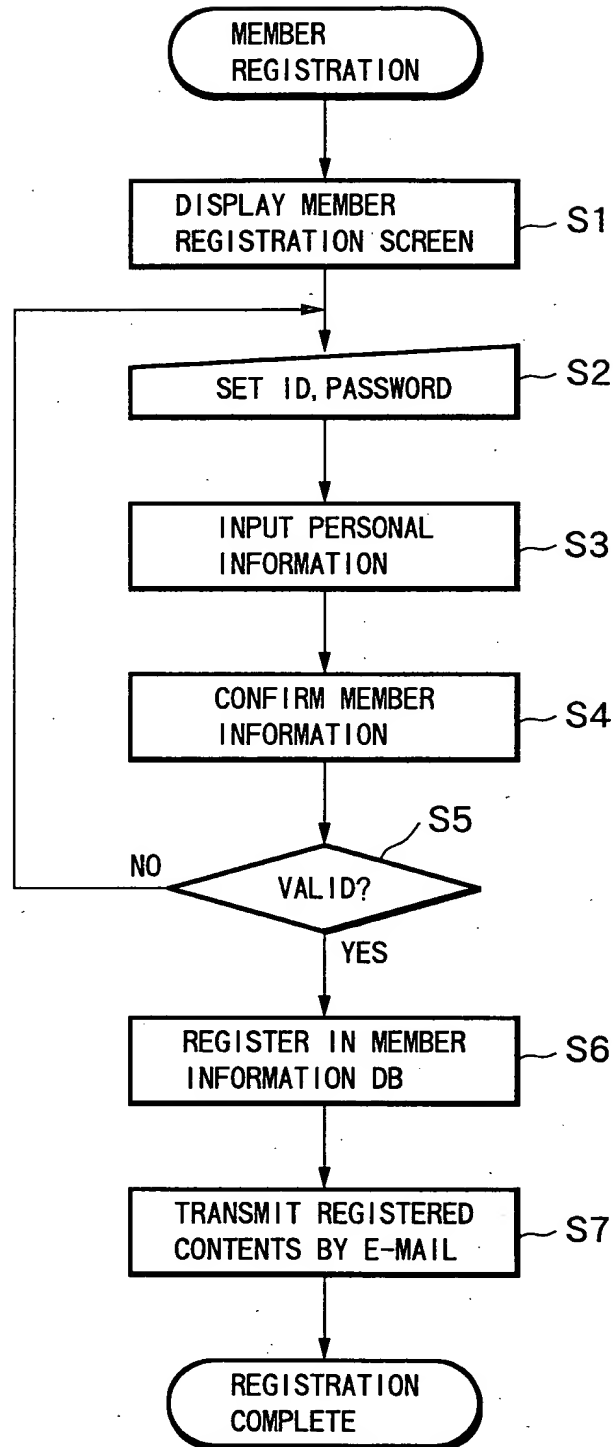


FIG.4

50

"MEMBER REGISTRATION SCREEN"

MEMBER ID	M000001
PASSWORD	*****
NAME	KADO OKURU
SEX	<input checked="" type="checkbox"/> MALE <input type="checkbox"/> FEMALE
DATE OF BIRTH	1975 06 30
ADDRESS	○-○-○ KICHIJOJI, MUSASHINO-SHI, TOKYO
TELEPHONE NUMBER	0422-20-XXXX
FAX NUMBER	0422-23-XXXX
E-MAIL ADDRESS	kado@fjb.net.jp
OCCUPATION	(1) STUDENT
HOBBIES	(1) MUSIC
INTERESTS	(6) COMPUTER
PROVIDE INFORMATION	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
<div>REGISTER</div> <div>CANCEL</div>	

00222-206460

F/G.5

MEMBER ID	PWD	NAME	SEX	DATE OF BIRTH	REGION	ADDRESS	TELEPHONE NUMBER	FAX	E-MAIL	PROVIDE INFORMATION	OCCUPATION	HOBBIES	INTERESTS	UTILIZATION FREQUENCY
M000001	****	KADO OKURU	S00	1975/06/30	R03	K I C H I J O J I H O N C H O , M U S A S H I N O - S H I T O K Y O	0422-20-XXXX	0422-23-XXXX	kado@fjb.net.jp	101	J0001	T0001	T0006	5

FIG.7

PROVIDE INFORMATION ID	CONTENTS
101	YES
102	NO

FIG.8

OCCUPATION ID	CONTENTS
J0001	STUDENT
J0002	COMPANY EMPLOYEE (OFFICE WORK)

FIG.9

TARGET FIELD ID	CONTENTS
T0001	MUSIC
T0002	MOVIES
T0003	DRIVING
T0004	GOLF
T0005	FISHING
T0006	COMPUTER
T0007	TENNIS

FIG.10

[illegible]

FIG. 11

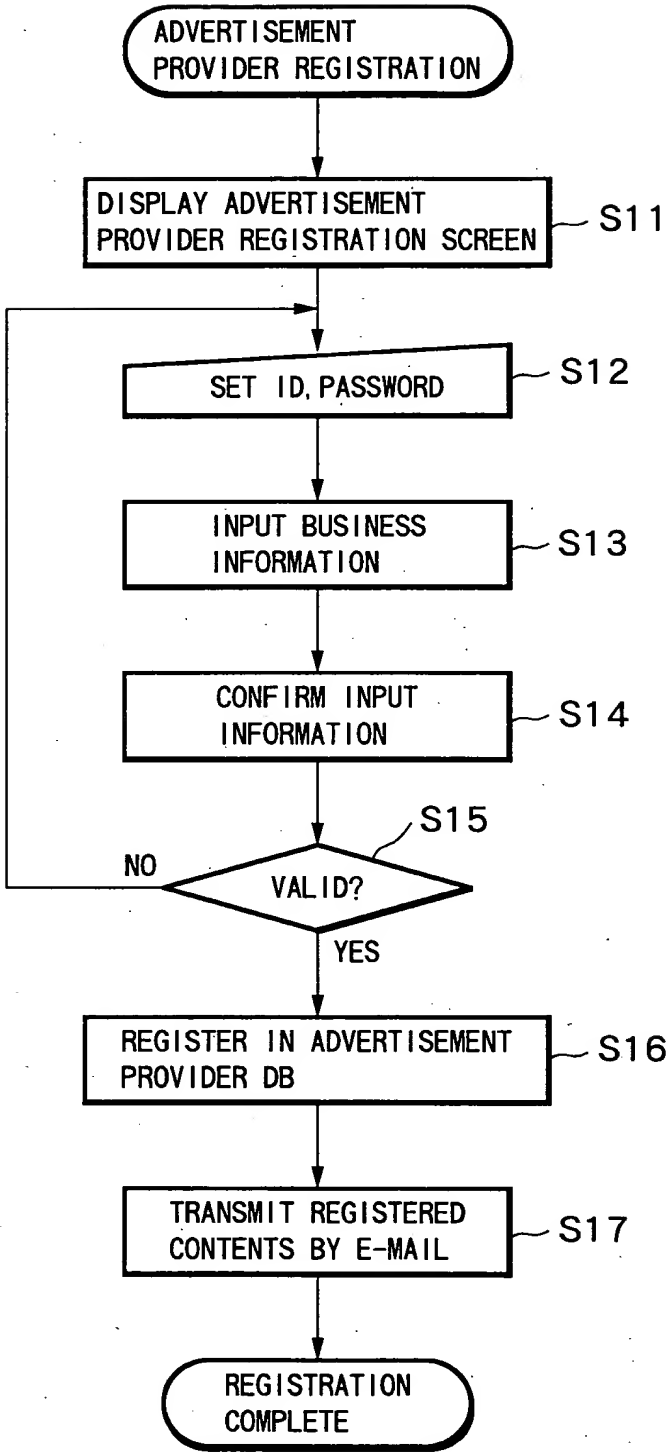


FIG.12

52

"ADVERTISEMENT PROVIDER REGISTRATION SCREEN"

ADVERTISEMENT PROVIDER ID	C00001
PASSWORD	*****
NAME	MOVIE JAPAN, INC.
ZIP CODE	112-8572
ADDRESS	○-○-○ KOURAKU, BUNKYO-KU, TOKYO
SECTION IN CHARGE	MARKETING SECTION
PERSON IN CHARGE	TARO EIGA
TELEPHONE NUMBER	03-5804-XXXX
FAX NUMBER	03-5804-XXXX
E-MAIL ADDRESS	xxx.Music.net.jp
TYPE OF BUSINESS	(2) MOVIES

REGISTER

CANCEL

FIG.14

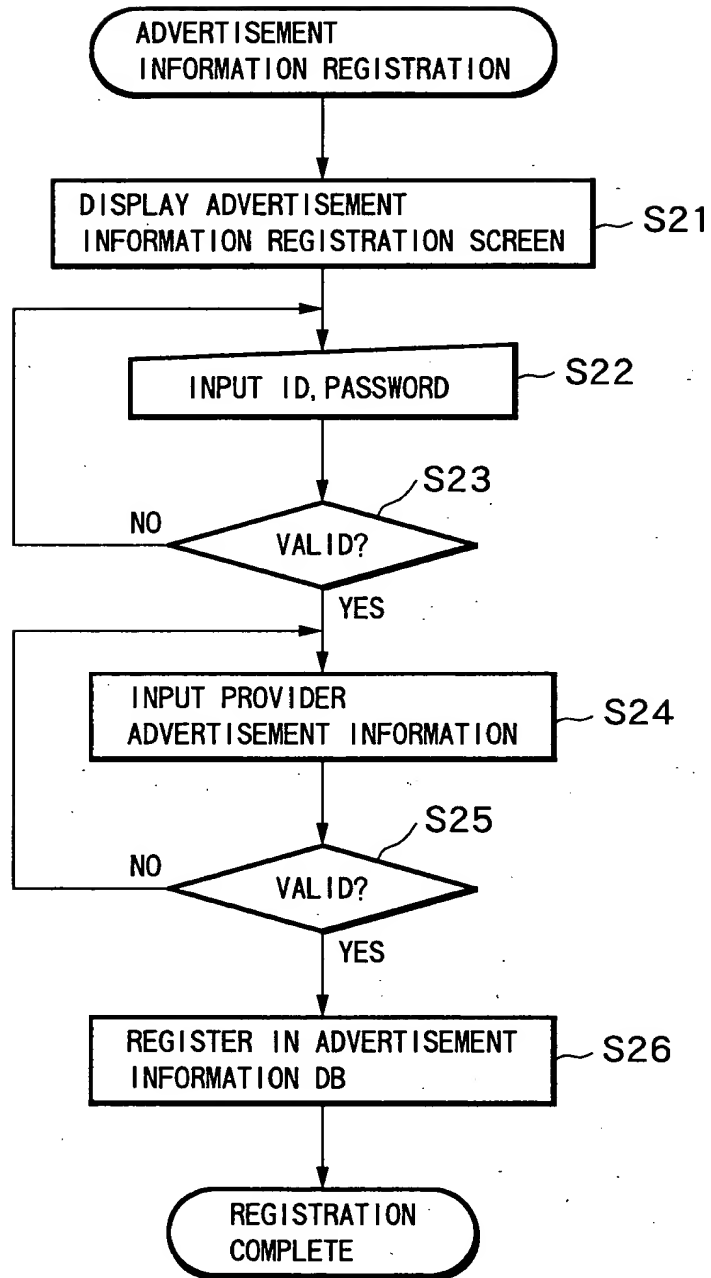


FIG.15

54

"ADVERTISEMENT INFORMATION REGISTRATION SCREEN"

ADVERTISEMENT PROVIDER ID	C00001		
PASSWORD	*****		
ADVERTISEMENT ID	A0001		
DATA NAME	NEW RELEASE INTRODUCTION 20000626		
TARGET GENERATION	20	~	24 YEARS
TARGET REGION	(3) KANTO		
TARGET SEX	(1) MALE		
TARGET FIELD	(2) WATCHING MOVIES		
TARGET OCCUPATION	(2) COMPANY EMPLOYEE(OFFICE WORK)		
DISCOUNT UNIT	%		
DISCOUNT RATE	A RANK	15	
	B RANK	10	
	C RANK	5	
	SPECIAL	50	
NO. OF ADVERTISEMENTS	10000	VIEWS	
LIMIT	(5) UP TO FIVE SHEETS AT ONE TIME		
PERIOD	FROM	20000801	

REGISTER

CANCEL

[illegible]

FIG.17

GENERATION ID	CONTENTS
Y0009	0~9 YEARS
Y1014	10~14 YEARS
Y1519	15~19 YEARS
Y2024	20~24 YEARS
Y2529	25~29 YEARS
Y3034	30~34 YEARS
Y3539	35~39 YEARS
Y4049	40~49 YEARS
Y5060	50~59 YEARS
Y6099	OVER 60
Y0099	ALL GENERATIONS TARGET

FIG.18

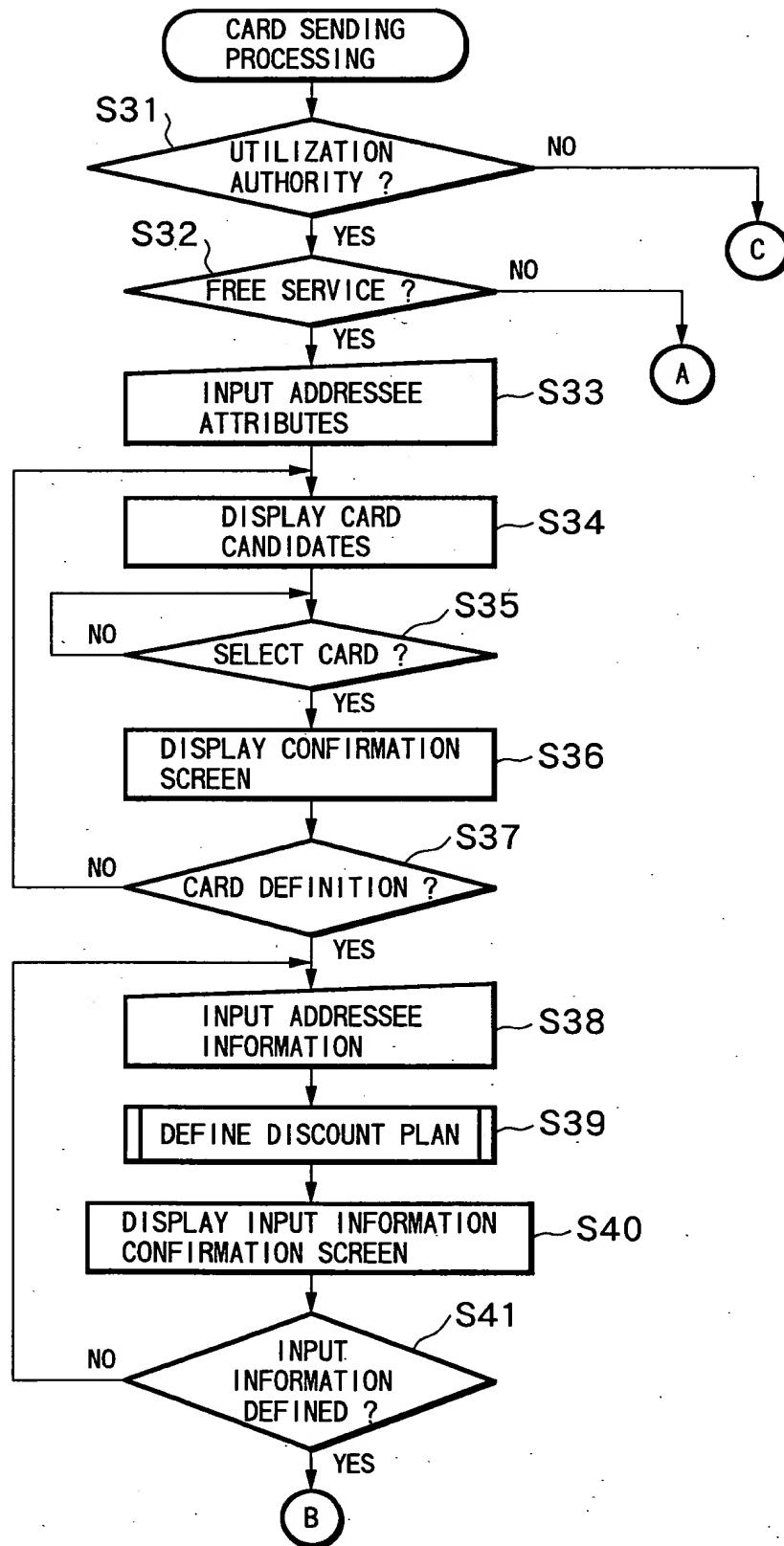


FIG.19

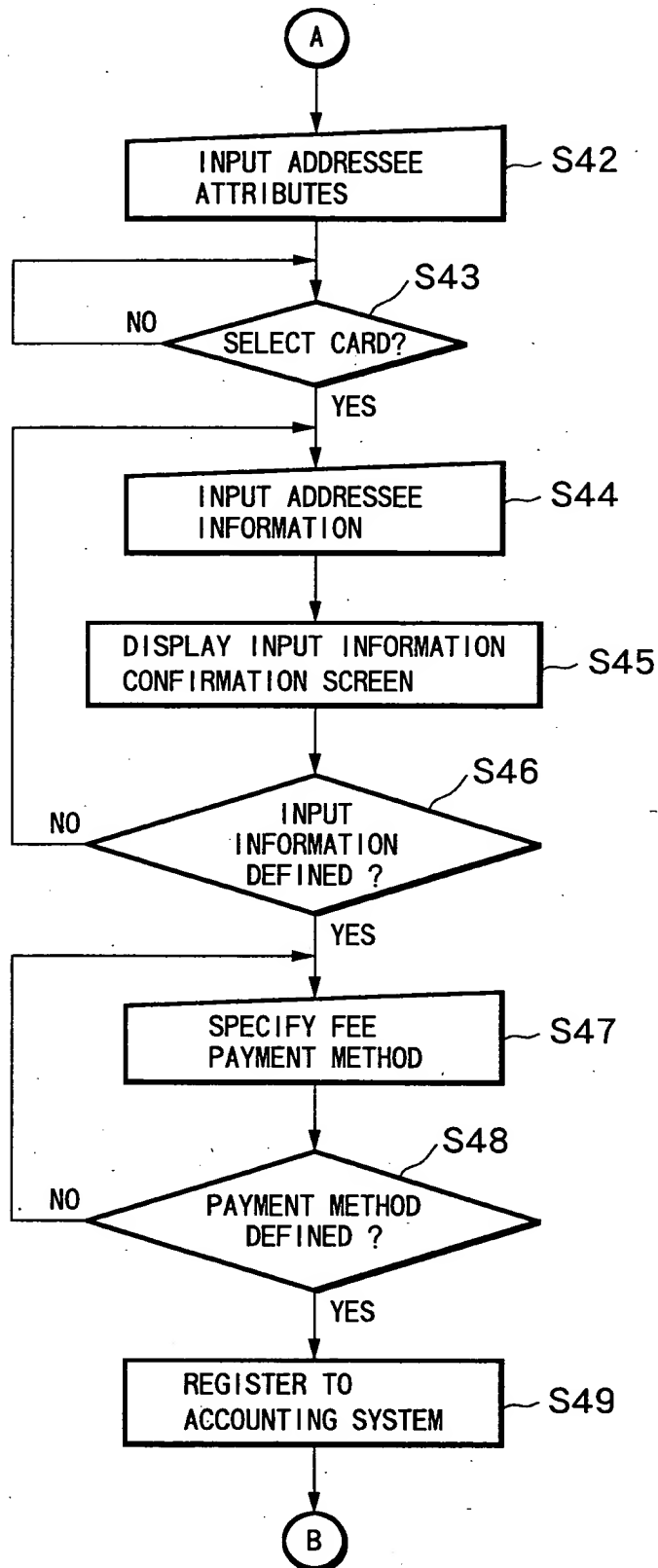
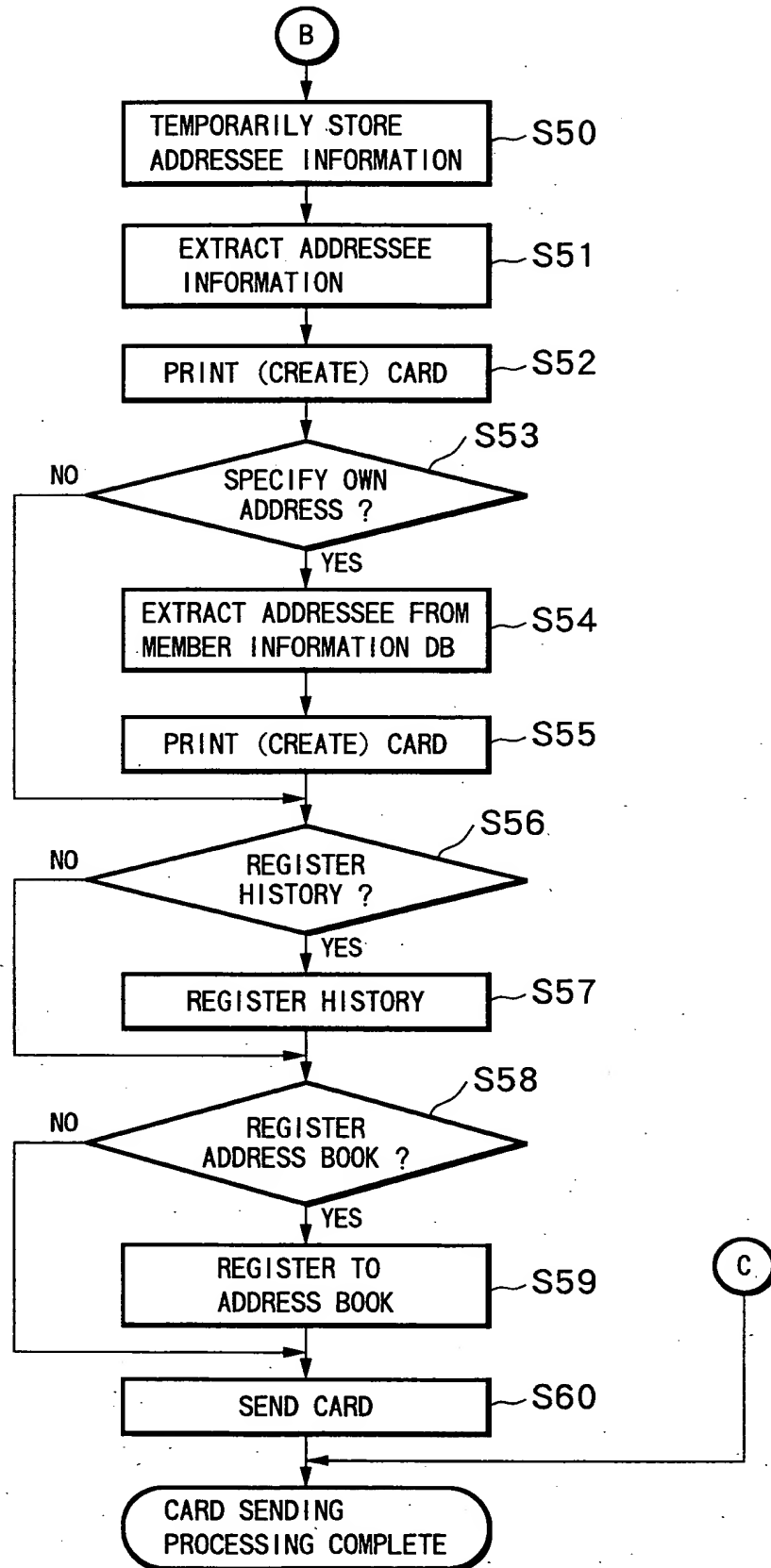


FIG.20



56

DEAR Mr. KADO

TO WHOM DO YOU WISH TO SEND A POST CARD OR
ELECTRONIC GREETING CARD ?

FILL IN THE FOLLOWING SURVEY IN ORDER TO
AUTOMATICALLY DISPLAY THE CARD CANDIDATES
WHICH THAT PERSON LIKES.

IS THE OTHER PARTY A MALE OR FEMALE ?

☐ MALE ☒ FEMALE

HOW OLD ARE THEY ? [20~24] YEARS

OCCUPATION ? [STUDENT]

HOBBIES ? [WATCHING MOVIES]

WHICH DO YOU WANT, A POST CARD OR ELECTRONIC
GREETING CARD ? [POST CARD]

FIG.22

58

SELECT POST CARD BY CLICKING

=====

JAPANESE MOVIE NO. 1 NOW SHOWING A COMPANY	FOREIGN MOVIE NO. 1 NOW SHOWING A COMPANY
THIS MONTH NO. 1 NOW SHOWING B COMPANY	USA NO. 1 COMING SOON C COMPANY

BACK

60

IS THIS CARD OK ?

=====

MATCH THE SENDER ATTRIBUTE DATA WITH AN
ADVERTISEMENT MADE BY C COMPANY FOR
THOSE ATTRIBUTES, AND DISPLAY THIS.

ISSUE COUPON

USA NO. 1
COMING SOON
C COMPANY

THIS CARD IS TO INTRODUCE
"○○○" MOVIE COMING SOON
CLICK HERE FOR MOVIE THEATRE
IS THIS CARD OK ?
☒ YES ☐ SELECT ANOTHER CARD

FORWARD

BACK

6.2

INPUT MESSAGE AND ADDRESS

RETRIEVE
ADDRESS BOOK

ADDRESS

〒112-XXXX

○-○-○ NISHI SHINJUKU, SHINJUKU-KU, TOKYO

NAME:

TORU FUJI

OTHER PARTY MEMBER ID

MESSAGE

IT'S BEEN A LONG TIME. HOW ARE YOU ?
THE HOT WEATHER IS CONTINUING.
HOW ABOUT WATCHING A MOVIE TO PASS
AWAY THE SUMMER.

LEAVE AS HISTORY ?

☒ YES

☐ NO

REGISTER IN ADDRESS BOOK ?

☒ YES

☐ NO

FORWARD

BACK

FIG. 25

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

USA MOVIE NO. 1
THE LAST SPECTACULAR
MOVIE OF THE CENTURY
!
NATIONWIDE C COMPANY
FOREIGN MOVIE,
COMING SOON

<http://www.fjb.co.jp/cinema/>
FUJITSU

<div style="border: 1px solid black; padding: 2px; margin-bottom: 2px;">POST PAID</div> <div style="border: 1px solid black; padding: 2px;">www.fjb.co.jp/</div>	<div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> <div style="border: 1px solid black; width: 30px; height: 30px;"></div> </div> <p style="font-size: 1.2em; margin: 0;">Mr. TORU FUJI</p> <p style="font-size: 1.2em; margin: 0;">○-○-○ NISHI SHINJUKU,</p> <p style="font-size: 1.2em; margin: 0;">SHINJUKU-KU TOKYO</p> <p style="font-size: 1.2em; margin: 0;">FROM KADO</p> <p style="font-size: 1.2em; margin: 0;">(MESSAGE SPACE)</p> <p style="font-size: 1.2em; margin: 0;">IT'S BEEN A LONG TIME. HOW ARE YOU ?</p> <p style="font-size: 1.2em; margin: 0;">THE HOT WEATHER IS CONTINUING.</p> <p style="font-size: 1.2em; margin: 0;">HOW ABOUT WATCHING A MOVIE TO PASS</p> <p style="font-size: 1.2em; margin: 0;">AWAY THE SUMMER.</p> <p style="font-size: 1.2em; margin: 0;">IDENTIFICATION CODE/CAMPAIGN CODE</p>
--	---

(BACK)

(FRONT)

FIG.26

66

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

<p>USA MOVIE NO. 1 THE LAST SPECTACULAR MOVIE OF THE CENTURY!</p> <p>(PROMOTION, ADVERTISEMENT CONTENTS PRINTING)</p> <p>(MESSAGE FROM ADVERTISER, PRINTING OF INFORMATION OF NEIGHBORING EVENT SITE)</p> <p>..... 20% DISCOUNT (COUPON INFORMATION PRINTING)</p>	<p>POST PAID</p> <p>www.fjb.co.jp/</p> <p>Mr. TORU FUJI O-O-O NISHI SHINJUKU, SHINJUKU-KU TOKYO</p> <p>FROM KADO</p> <p>----- (MESSAGE SPACE)</p> <p>IT'S BEEN A LONG TIME. HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER.</p> <p>IDENTIFICATION CODE/CAMPAIGN CODE</p>
---	---


(BACK) CONFIRM

(FRONT) AMEND

FIG.27

68

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

BILLBOARD NO. 1 BIGGEST HIT OF YEAR 2000! COMING SOON. (PROMOTION, ADVERTISEMENT CONTENTS PRINTING)	
IF YOU INSERT THIS CARD IN THE PLAYER AT THE CD SHOP, YOU CAN TRIAL LISTEN TO THE UNRELEASED SONG OR MUSIC.	
 HIT-MUSIC 2000.	

(BACK)

CONFIRM

POST PAID www.fjb.co.jp/	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Mr. TORU FUJI O-O-O NISHI SHINJUKU, SHINJUKU-KU TOKYO	
FROM KADO =====	
(MESSAGE SPACE)	
IT'S BEEN A LONG TIME. HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT LISTENING TO A MUSIC TO PASS AWAY THE SUMMER.	

(FRONT)

AMEND

FIG.28

70

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

USA MOVIE NO.1

THE LAST SPECTACULAR
MOVIE OF THE CENTURY
!

NATIONWIDE C COMPANY
FOREIGN MOVIE,
COMING SOON

http://www.fjb.co.jp/cinema/
FUJITSU

(BACK)

CONFIRM

POST PAID

www.fjb.co.jp/

Mr.M000001

(NAME AND ADDRESS IS PRINTED
ON THE ACTUAL CARD)

FROM KADO

=====

(MESSAGE SPACE)

IT'S BEEN A LONG TIME. HOW ARE YOU ?

THE HOT WEATHER IS CONTINUING.

HOW ABOUT WATCHING A MOVIE TO PASS
AWAY THE SUMMER.

IDENTIFICATION CODE/CAMPAIGN CODE

=====

(FRONT)

AMEND

(5) PLEASE INPUT OTHER PARTY'S NAME ?

TORU FUJI

(6) ADDRESS OF OTHER PARTY ?

1-7-27 KOURAKU, BUKYO-KU, TOKYO

(7) PLEASE INPUT MESSAGE ?

IT'S BEEN A LONG TIME. HOW ARE YOU?
THE HOT WEATHER IS CONTINUING.
HOW ABOUT WATCHING A MOVIE TO PASS
AWAY THE SUMMER.





USA MOVIE NO. 1
 THE LAST SPECTACULAR MOVIE OF
 THE CENTURY!

(MESSAGE FROM ADVERTISER,
 PRINTING OF INFORMATION OF
 NEIGHBORING EVENT SITE)

.. 20% DISCOUNT ..

IT'S BEEN A LONG TIME. HOW ARE YOU ?
 THE HOT WEATHER IS CONTINUING.
 HOW ABOUT WATCHING A MOVIE TO
 PASS AWAY THE SUMMER.

FROM ENDO

1▼SEND
 2▼RETRY

FIG.33

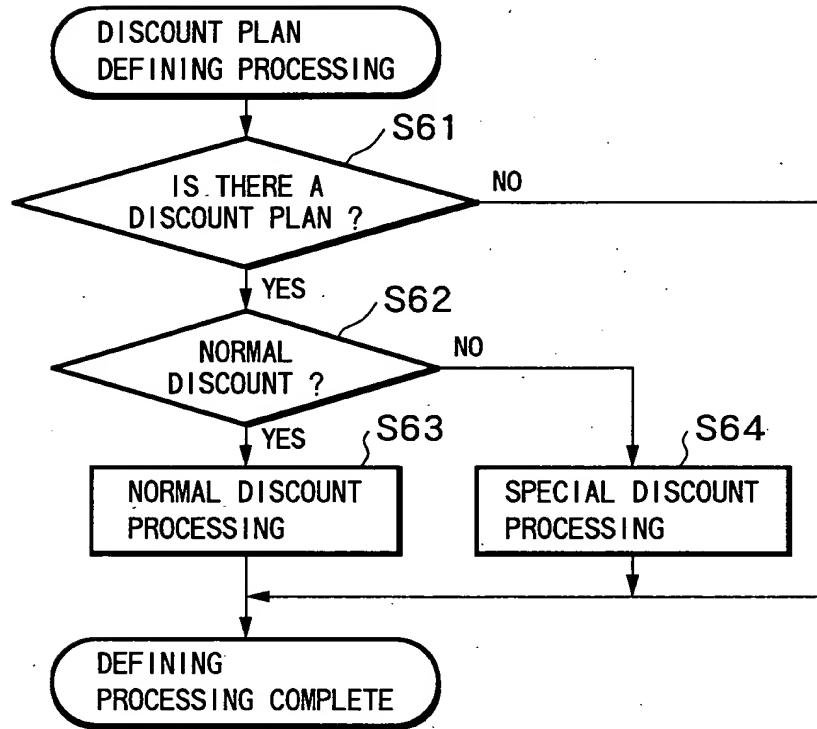


FIG.34

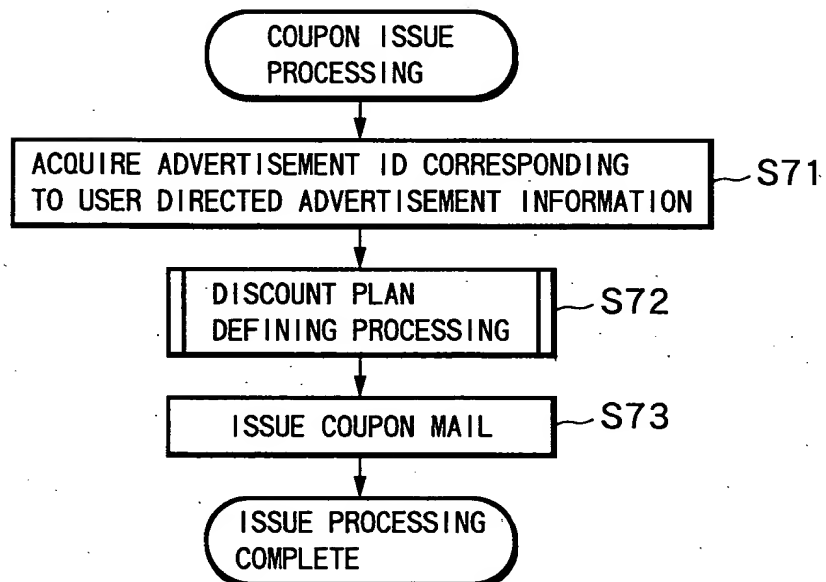


FIG.35

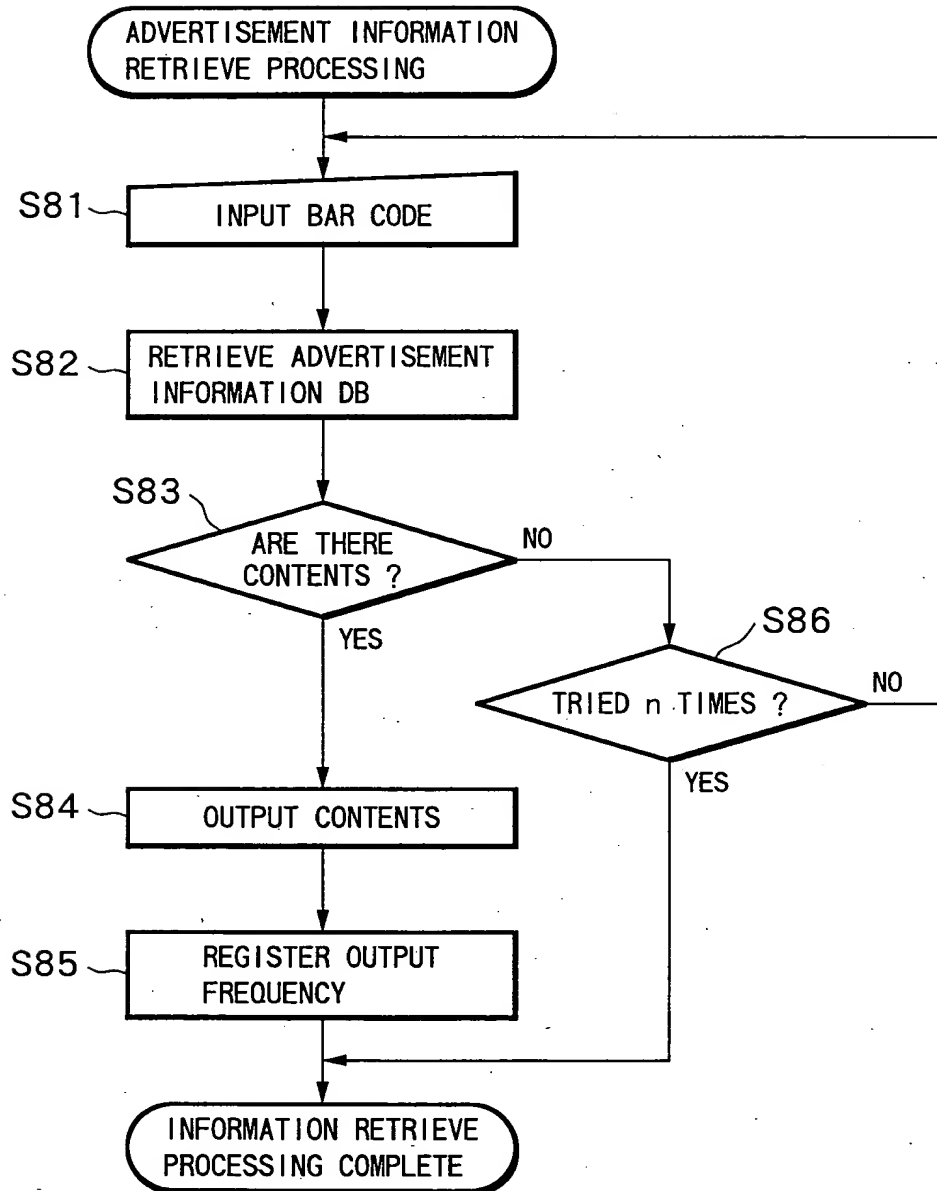


FIG.36

CARD IDENTIFICATION CODE	OUTPUT CONTENTS NAME	BUSINESS ID	EXPIRY DATE	NUMBER OF CONTRACTS	NUMBER OF OUTPUTS
HIT-MUSIC 2000;	HITMUSIC2000-000931	C000001	2000/9/31	10000	1208